



WPTV

ORDER

Print Date 09/26/12 Page 1 of 2

Flight Dates 09/27/12-10/02/12

<u>Contract / Revision</u>	312271	/	Allen West for Congress
<u>Original Date / Revision</u>	09/25/12	09/25/12	<u>Agency Com</u> 15%
			<u>Billing Contact</u>
<u>Advertiser</u>	West / Republican / Congres		3299 K Street NW - Suite 200
			Washington, DC 20007
<u>Agency</u>	Strategic Media Services		
<u>Buying Contact</u>		<u>Sales Office</u>	EWSDC
3299 K Street NW - Suite 200		<u>Sales Region</u>	NAT
Washington, DC 20007		<u>Agency Ref</u>	2

Order Sep 00:20:00
Estimate # Order # 75 add - 60s
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 21125

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	12675
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	4	\$2,635.00	\$3,100.00	0.00	08/27/12	09/30/12	4	\$2,635.00	\$3,100.00
October 2012	4	\$4,547.50	\$5,350.00	0.00	10/01/12	10/02/12	4	\$4,547.50	\$5,350.00
Totals	8	\$7,182.50	\$8,450.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	4	\$2,635.00	\$3,100.00	0.00	08/27/12	09/30/12	4	\$2,635.00	\$3,100.00
October 2012	4	\$4,547.50	\$5,350.00	0.00	10/01/12	10/02/12	4	\$4,547.50	\$5,350.00
Totals	8	\$7,182.50	\$8,450.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
																	Amount
E 1	WPTV	09/27/12	10/02/12	M-F	6-7a M-F 6-7a	CM	6-7a		--- 1 ---	1:00	1	\$1,450.00	P-1	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
		Week: 09/26/12	10/02/12		--- 1 ---		1	\$1,450.00	0.00								
E 2	WPTV	09/27/12	10/02/12	M-F	6-7a M-F 6-7a	CM	6-7a		1-----	1:00	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>								
		Week: 09/26/12	10/02/12		1-----		1	\$1,800.00	0.00								
E 3	WPTV	09/27/12	10/02/12			CM	6-7a		----- S -	1:00	1	\$500.00	P-1	0.00	NM	1	\$500.00



WPTV

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Contract / Revision

312271 Flight Dates 09/27/12-10/02/12

Hiatus Dates

Original Date / Revision 09/25/12 / 09/25/12

Order Sep 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # Order # 75 add - 60s

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				Sa 6-7a												
				Sa 6-7a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/26/12	10/02/12	-----S-		1	\$500.00			0.00						
E 4	WPTV	09/27/12	10/02/12	M-F 10-11a	CM	10-11a										
				M-F 10-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/26/12	10/02/12	---1---		1	\$650.00			0.00						
E 5	WPTV	09/27/12	10/02/12	M-F 10-11a	CM	10-11a										
				M-F 10-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/26/12	10/02/12	1-----		1	\$950.00			0.00						
E 6	WPTV	09/27/12	10/02/12	M-F 11-12n	CM	11a-12p										
				M-F 11-12n												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/26/12	10/02/12	----1--		1	\$500.00			0.00						
E 7	WPTV	09/27/12	10/02/12	M-F 11-12n	CM	11a-12p										
				M-F 11-12n												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/26/12	10/02/12	-1-----		1	\$700.00			0.00						
E 10	WPTV	09/27/12	10/02/12	M-F 730-8p	CM	730-8p										
				M-F 730-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/26/12	10/02/12	1-----		1	\$1,900.00			0.00						
														Totals	8	\$8,450.00